

Message Text

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ORIGIN USIA-15

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FM SECSTATE WASHDC

TO AMEMBASSY SOFIA PRIORITY

UNCLAS STATE 055979

E.O. 11652: N/A

REF: "A" SOFIA 0407-C, "B" STATE 048517-U

1. DETAILED EMBASSY ADVICE WELCOME, USEFUL, INSURING OPTIMUM
TARGETING BULGARIAN INTERESTS. REFTEL "A" THOROUGHLY DISCUSSED MARCH
10 AT PRELIMINARY DESIGN PRESENTATION FOR STATE, COMMERCE, IEE,
AND FOLLOWING CONCLUSIONS REACHED: WASHERS, GRATERS, ETC. WILL
INDEED BE FACTORY SCALE PROCESSING CAPITAL EQUIPMENT. ONLY CONSUMER
GOODS TO BE EXHIBITED U.S. PAVILION WILL BE 1) ACTUAL PROCESSED
PACKAGED FOOD PRODUCTS 2) CONTAINERS AND UTENSILS SUPPLIED BY MIRRO
ALUMINUM, NATIONAL PRESTO INDUSTRIES AND BALL CORPORATION FOR HOME
CANNING DEMONSTRATION KITCHEN. COMMUNITY NUTRITION CENTER NOT
AVAILABLE BUT KITCHEN AND CENTER DEMONSTRATIONS WOULD HAVE BEEN
IDENTICAL EXCEPT FOR APPLIANCES ANYWAY. FASHION SHOW HAS BEEN
ELIMINATED. SCREENS FOR FILMS WILL BE SHIELDED BUT LARGER REAR-
PROJECTORS NOT AVAILABLE. CONVEYOR LOOP NOISE DEPENDS TYPE CONVEYOR
AND TYPE CARGO AND NOISE WILL BE CONTROLLED BY CHOOSING SUITABLE
TYPES. LIKELIHOOD ACTUAL DEMONSTRATION CHECKOUT COUNTER CONSIDERED
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SLIM BUT BEING EXPLORED; SOME KIND OF SIMULATION WITH ELECTRONIC

SCANNER THAT IS HEART OF CHECKOUT SYSTEM MAY BE POSSIBLE. SAMPLES OF SPACE FOOD FOR LIMITED DISTRIBUTION AN EXCELLENT SUGGESTION AND THESE WILL BE SOUGHT. POSSIBILITY OF JOOINT USIA/USDC/USDA FUNDING OF A HANDOUT LEAFLET IN COLOR BEING EXPLORED BUT TIGHT BUDGET MAKES OTHER HANDOUTS UNFEASIBLE.

2. SAMPLE JARS PER REFTTEL B STILL NEEDED.

3. REQUEST EMBASSY OBTAIN EARLIEST AN AUTHORITATIVE TRANSLATION EXHIBIT NAME AND FORWARD IN CYRILLIC TYPEWRITTEN CHARACTERS TO EXHIBITS DIVISION FOR USE IN EXHIBIT GRAPHICS. SUGGEST TWO ALTERNATIVES BE TRANSLATED: 1) FROM FARM TO TABLE: FOOD & TOBACCO PROCESSING,

DISTRIBUTION & MARKETING, USA; 2) FOOD & TOBACCO PROCESSING, DISTRIBUTION & MARKETING, USA. SUBTITLE
TREATMENT OF MORE EXACT TITLE AS IN

1) ABOVE MAY BE PREVERABLE TO FACILITATE LAYOUT BUT FINAL JUDGMENT SHOULD BE MADE IN CYRILLIC.

4. COMMERCE WILL TRY TO RECRUIT INSTITUTIONAL FEEDING COMMITMENT TO RESPOND TO BULGARIAN INTEREST. INGERSOLL

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